



## CALIFORNIA STRATEGIC GROWTH COUNCIL

### Communications Update

This is a brief synopsis of communications efforts to further Strategic Growth Council goals and objectives from October-December 2017.

### Staff Outreach Efforts

Recorded below are speaking engagements, conferences and other events in which staff participated to further Strategic Growth Council goals and objectives.

Date	Event
10/25/2017	Chronic Disease Prevention Leadership Team Meeting – Presentation on Public Health Departments Involvement in California Climate Investments – Sacramento, CA
10/26/2017	Urban Greening Grant Program Committee Meeting to finalize funding recommendations
10/30/2017	Guest lecture about TCC to students in the UCLA Masters in Urban Planning Program
11/2/2017	HiAP staff convened stakeholders to provide input on the GARE Capitol Cohort pilot, including members of Café de California, Chicano Latino State Employees Association, and the Association of California State Employees with Disabilities, all representatives of the Coalition of State Civil Rights Organizations.
11/2/2017	Environmental Health Summit – Heber, CA
11/3/2017	PHI HiAP stakeholder group meeting to get input on racial equity capacity building and opportunities to work explicitly on domestic violence prevention.
11/7/2017	American Public Health Association's annual meeting in Atlanta Georgia
11/8/2017	Tribal Housing Roundtable – Pacific Grove, CA
11/8/2017	Presentation to leadership of the Jamaican government, as part of a HiAP training being provided by the World Health Organization
11/9/2017	AHSC in Rural Communities Discussion Session – Pacific Grove, CA
11/13 – 11/14/2017	California Biodiversity Council meeting on Mainstreaming the Integrated Regional Conservation and Development Program
11/14.2017	California Climate Investments with Assemblymember Roy Moore – Sacramento, CA
11/15/2017	Policy Advisory Group of the California Preterm Birth Initiative, and supported a working session at the California Prematurity Statewide Symposium
11/15 – 11/16/2017	California Association of Resource Conservation Districts annual conference
11/17/2017	Climate Change Research Program Webinar
11/20/2017	Climate Change Research Program Presentation at Stanford University

11/27/2017	Researchers' Roundtable for the Climate Change Research Program at Lawrence Berkeley National Lab
11/27/2017	Public Workshop for the Climate Change Research Program at the Greenlining Institute in Oakland
11/28/2017	Healthy Soils Interagency Meeting
11/28/2017	Researchers' Roundtable for the Climate Change Research Program at UC Merced
11/29/2017	Public Workshop for the Climate Change Research Program at the Fresno Council of Governments in Fresno
11/29/2017	Researchers' Roundtable for the Climate Change Research Program at the University of Southern California
11/29/2017	Public Workshop for the Climate Change Research Program at the the University of Southern California
12/5/2017	High Speed Rail Northern California Wildlife Movement meeting (with HSRA and Conservation Community)

### **Electronic Information Distribution**

Weekly e-blasts are sent to those who have subscribed to SGC's "General Announcements" (3,090 subscribers) and "Health in All Policies" (321 subscribers) listservs. SGC utilizes Constant Contact for this outreach. We also have several sub-lists that serve audiences interested in specific programs on an as-needed basis. Our targeted lists include: Technical Assistance, Transformative Climate Communities, Affordable Housing Sustainable Communities and Sustainable Agricultural Lands Conservation.

On average, we have a 25-32% open rate on our messages, with a 20-25% click through rate.

To be added to any of these communications please sign up here:

<https://visitor.r20.constantcontact.com/d.jsp?llr=dwoa78xab&p=oi&m=1125143034563&sit=zi4cwowkb&f=dc01e319-5935-4c95-93c7-fdbcab8cd9e2>

### **Social Media**

SGC has been working to expand its social media reach through more strategic and consistent posting on Twitter. @CalSGC has increased its Twitter presence this quarter and now has 718 followers and growing.

### **Website**

The SGC has been working on a complete overhaul of its website to provide a more accessible and user-friendly interface for a variety of audiences. The creation of the site will take place in two phases, one which will include the bulk of SGC's programs and resources, and a second phase that will provide a more robust array of resources and information for stakeholders. Phase I is slated for completion in January 2018 and Phase II will be completed later in 2018.